

DEMOGRAPHIC TRENDS

Since 2007, Arizona has seen a marked decrease in the number of current adult smokers, from 19.8 to 15.0 percent. While national prevalence estimates have also followed a downward trend, Arizona’s decrease has been much more dramatic.

One of the most significant demographic decreases has been among adult men, who posted a 31 percent drop in overall prevalence between 2007 and 2010. The drop in adult women smokers is also impressive, if not quite as dramatic; in 2010, 14.0 percent of adult women were current smokers, representing a 14 percent decrease since 2007.

SMOKING CONSUMPTION

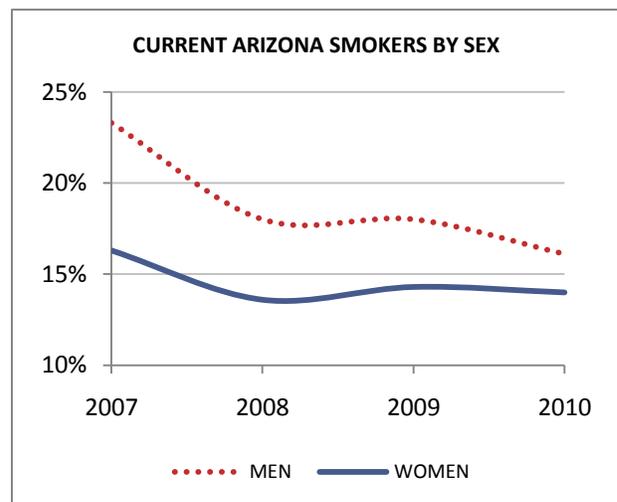
The 2010 demographic data suggests that the biggest quit group has been occasional smokers, who have decreased by roughly 30 percent since 2007. This trend is also reflected in an increasing proportion of everyday smokers.

PERCENT CHANGE IN SMOKING STATUS, 2009-2010

EVERYDAY SMOKER	-2%
SOME DAYS SMOKER	-14%
FORMER SMOKER	+7%
NEVER SMOKED	-1%

- While all categories of current smokers have posted a general downward trend since 2007, the number of occasional (some days) smokers has decreased most rapidly.
- In 2010, nearly 75 percent of current smokers indicate that they smoke almost every day (>27 days in the last month); in 2009, roughly 66 percent of current smokers noted the same.
- While a majority of current smokers still indicate that they are seriously considering quitting within the next six months (61.2 percent), this represents a significant decrease from 2009, when almost 70 percent of smokers indicated a serious interest in quitting.

This indicates that while the overall number of Arizona smokers has decreased, the smokers that remain are more entrenched, and consume more cigarettes per individual.



NEXT STEPS

As noted in Data Brief 1(1), demand for ASHLine services among Arizonans has increased six-fold in the last six years; the number of enrolled clients has almost doubled in the last year alone (from a little over 2,000 in Summer 2010, to almost 3,800 in May 2011).

The changing demographics of Arizona’s smoking population clearly indicate that among low consumption, occasional smokers, there exists a need for cessation services and a serious interest in quitting. ASHLine’s increasing enrollment indicates that this need has been effectively reached. Next measures will focus more specifically upon the high consumption smoking population, and address the concerns of lifetime, heavy smokers.